

HAVE YOU FIVE



OR MORE COWS?

How and Why
A Cream Separator
Will Pay You.

THE PURPOSE of the Centrifugal Cream Separator is the immediate and complete separation of cream from milk. Its process is purely natural, consisting merely of the addition of mechanical force to gravity, which latter is the basis of all setting systems.

There is no question of its practicability, and no doubt of its many advantages over all the other forms of creaming milk. There is now no single point in which the new process does not excel the old. There are thousands of machines in use, scattered over almost every county and country of the world. They are used and endorsed by every dairy authority and Experiment Station and College in the country. Every user confirms the claims made for them, and nine out of ten would abandon dairying rather than go back to any other method. Still the great majority of dairy farmers continue to plod along in the old ruts.

Some are ignorant of the facts, and others shut their eyes to them for one imaginary reason or another. It is to this great class that this brief argument is addressed:—

HAVE YOU FIVE OR MORE COWS? What is your purpose in keeping them? What is their product? How do you secure and utilize this product? Do they pay you, and how much? What is your present system? What its cost in time, labor and wear? What its trying, burdensome and objectionable features, and what its shortcomings? Are you dairying for profit, and do you wish to increase this profit?

Get these points in facts and figures for your consideration, just as any manufacturer or merchant would in reviewing his business. Then consider these suggestions, reduce them to figures to fit your own individual case, and compare them with your present results. Assume that these suggestions are absolutely true, and that this will be guaranteed you.

If you use an improved creamer with ice add $12\frac{1}{2}$ per cent. to your total product of butter, for increase in yield. If you use such a creamer without ice add 20 per cent. If you use simply pans or crocks or similar utensils, add 30 per cent. If your climate is warm and variable add another 5 per cent., no matter what your system.

If you use ice or pump water figure what ice, storing, handling, time and labor cost you in a year, and what the saving of same would be to you.

If you use an improved creamer add two to five cents to each pound of butter, for improvement in quality, etc. If no creamer add five to ten cents to each pound of butter.

Estimate present value of your skim-milk, and double such estimate by reason of having it sweet, fresh, and

still retaining the animal heat. Add estimate of time, labor and trouble of warming it your present way, and loss and injury to calves by "scours."

Estimate as nearly as you can a saving of two-thirds of time in churning; the saving of time for handling, setting and skimming of milk; the saving of time in washing and caring for utensils; and particularly the drudgery of all this work to the over-burdened housewife or daughter.

Add the whole of these estimates together. Then consider that each of these estimates is a conservative one and that in almost every case the facts exceed it.

There you have what a cream separator would save you. There you can see for yourself whether it would pay you or not.

Possibly your figures may show it would not pay you. If so lose no time in putting an axe to your so-called "cows." It is a thousand to one your figures will show it would pay you. If so, what are you going to do about it?

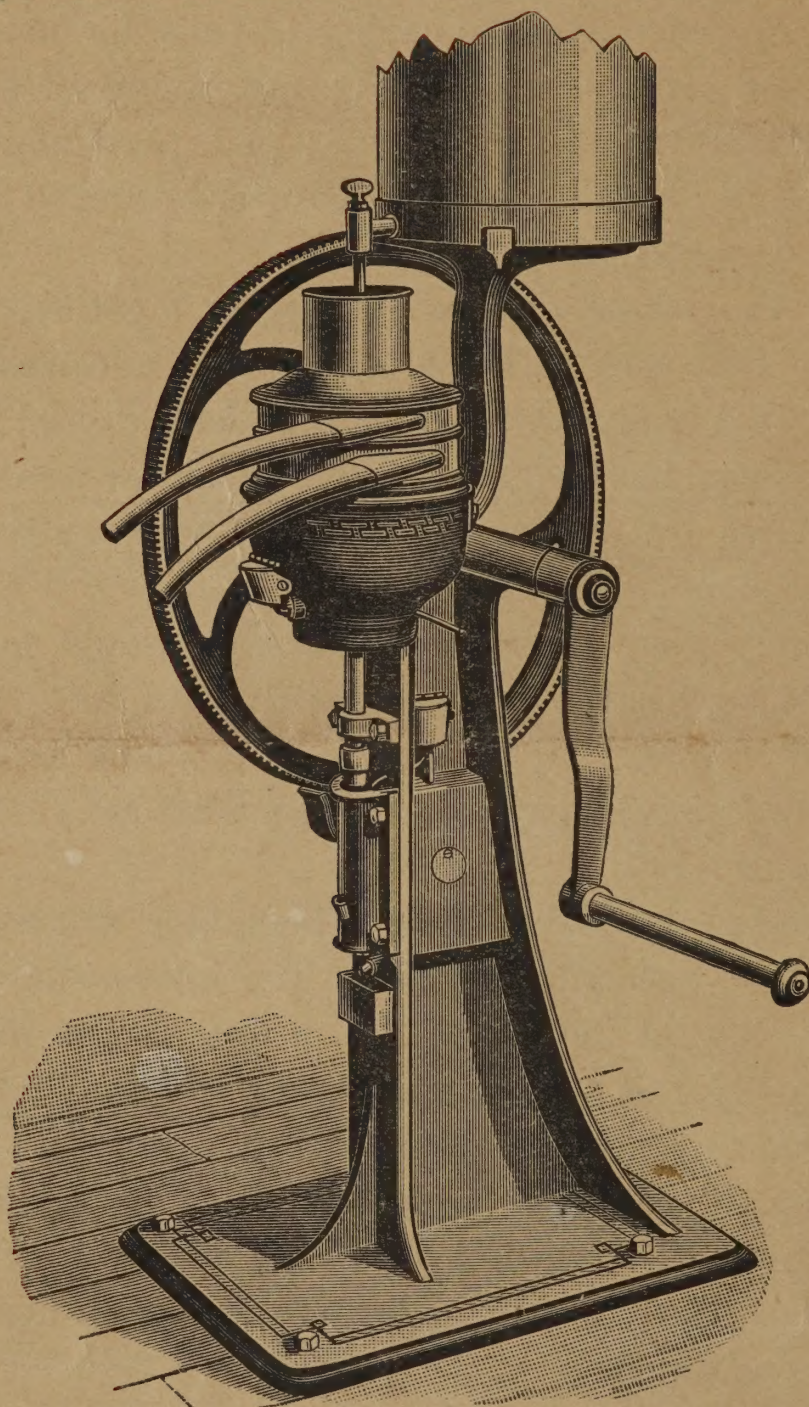
A De Laval "Baby" Cream Separator will cost you \$75. to \$200.—according to size. The interest on the investment would be \$5. to \$15. a year. The machine would easily last a life time. Can you afford it? Can you afford to continue another month without it?

You need accept no suggestion made until you have it confirmed, and that if need be by your own practical test of it. But you will make no mistake in accepting the facts as stated.

If sufficiently interested send for new 1894 catalogue, with full particulars, Experiment Station endorsements, and testimonials of prominent users,—in short, an "education" in the advantages of centrifugal separation.

HIGHEST HONORS

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